

JUDGE DANIELS  
UNITED STATES DISTRICT COURT  
SOUTHERN DISTRICT OF NEW YORK

08 CIV 57021

CHROME HEARTS, LLC.

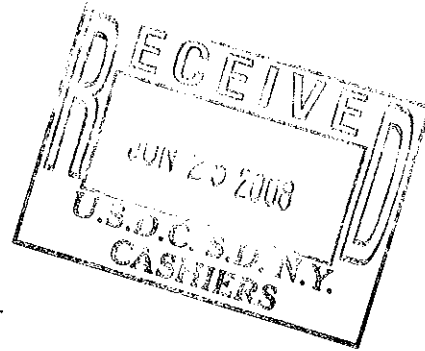
Civil Action No.

Plaintiff,

v.

NEW CLASSIC, INC.;  
and SIMON YEUNSING YIU

Defendants.



**COMPLAINT**

Plaintiff, **Chrome Hearts, Inc.**, by its attorneys, as and for its complaint, alleges upon information and belief:

**THE PARTIES**

1. Plaintiff **Chrome Hearts, LLC.** ("Chrome Hearts") is a limited liability company organized and existing under the laws of the State of Delaware, with an office and place of business at 915 N. Mansfield, Los Angeles, California 90038.

2 (a). Upon information and belief, defendant **New Classic, Inc.** is a New York corporation with a principal place of business at 41-43 37<sup>th</sup> Street, Long Island City, NY 11101; is transacting and doing business within this judicial district and has committed the acts complained of herein within this judicial district. **New Classic, Inc.** is subject to the jurisdiction of this Court pursuant to the laws of this State and Rule 4 of the Federal Rules of Civil Procedure.

2 (b). Upon information and belief, defendant Simon Yeunsing Yiu is an

trademark **CHROME HEARTS**.

8. Chrome Hearts sells a wide variety of quality artistic products, including leather pants, leather jackets, leather vests, sterling silver jewelry, including necklaces, bracelets, rings and wallet chains, belt buckles and a wide collection of other products, including its recent line of custom, one-of-a-kind furniture.

9. Chrome Hearts pioneered the idea of combining the look of rugged motorcycle looking apparel with fashion attire to make fashion apparel and accessories. All of Chrome Hearts' leather products are adorned with sterling silver hardware, including all of the buttons and ornamental pieces. Chrome Hearts further pioneered the look of suede inlay designs in connection with leather clothing. Once thought of as only a look for outlaw motorcyclists, Chrome Hearts has created a fashion niche that is now coveted in the upper most fashion circles.

10. Entertainers, such as Cher, Billy Idol, Aerosmith, Lenny Kravitz, Guns N' Roses, Seal, Madonna, Keith Richards, Danny Glover, Sting, Gloria Estefan, Christy Turlington, Naomi Campbell and Sharon Stone can all be seen in Chrome Hearts' fashions. Chrome Hearts products are sold in the exclusive CHROME HEARTS stores throughout the world and in select speciality stores, such as Browns of London and the United Arrows and Intellectual Galleries boutiques in Japan.

11. In 1993, the Council of Fashion Designers of America ("CFDA") presented plaintiff Chrome Hearts with an unsolicited award as designer of the year for its innovated accessories and jewelry designs.

12. All Chrome Hearts products are hand made in Los Angeles by Chrome Hearts' craftsmen. The level of expert workmanship exercised by these individuals is superior and conforms with the strict standards established by Chrome Hearts.

13. Works designed by Chrome Hearts have been praised and recognized in numerous articles appearing in both trade publications and publications directed to the general

public around the world, including articles in the United States, Germany, Japan and France. These articles have acclaimed the high artistry, fashion and style of Chrome Hearts' designs and the uniqueness of the designs.

14. Since 1991, Chrome Hearts' products have generated sales at retail of over Three Hundred Fifty Million Dollars (\$350,000,000).

15. Plaintiff Chrome Hearts is the owner of, *inter alia*, U.S. Registration Nos. 1,665,791 for **CHROME HEARTS**; 2,307,126 for the **CHROME HEARTS plus Horseshoe Design**; 2,284,625 for the **CHROME HEARTS plus Dagger Design**; 2,216,570 for the **CHROME HEARTS plus Scroll Design**; 2,407,915 for the **Dagger Heart Design**; 2,954,539 for the **CH Design (stylized)**; and 3,385,449 for the **CH plus Design** (collectively referred to herein as the "Chrome Heart Trademarks"). Chrome Hearts is entitled to the exclusive use and benefit of all of its Registrations. Annexed hereto and identified as *Exhibit 1* are copies of the Registrations for the Chrome Hearts Marks.

16. The Chrome Hearts Mark has come to identify, in the United States and throughout the world, high quality leather fashions, jewelry and accessories designed and manufactured by Chrome Hearts.

17. Among many other copyright registrations, Chrome Hearts is the owner of Copyright Registration No. VA 705-234 for the **Classic Oval Design** belt buckle and Copyright Registration No. VA 705-197 for the **Dagger** pendant (collectively referred to herein as the "Copyrighted Work"). Annexed hereto and identified as *Exhibit 2* are copies of the Registrations and photographs of the Copyrighted Work.

18. Chrome Hearts has duly complied in all respects with the provisions of Title 17 of the United States Code, and has secured the rights and privileges accorded to the work protected by the copyright laws.

23. Defendant's infringement of plaintiff Chrome Hearts' Copyrighted Work is to the great and irreparable damage of plaintiff, and plaintiff Chrome Hearts is informed and believes, as indicated, that Defendant will continue such infringement unless enjoined by this Court.

24. Plaintiff has no adequate remedy at law and has suffered irreparable damage as a result of Defendant's acts as aforesaid in an amount thus far not determined, but believed to be in excess of Seven Hundred Thousand Dollars (\$700,000).

#### **FEDERAL UNFAIR COMPETITION**

25. Plaintiff Chrome Hearts repeats and realleges every allegation contained paragraphs 1 through 16, 20, 22 and 23 as though fully set forth herein.

26. This claim arises under the provision of the Trademark Act of 1946, 15 U.S.C. 1051, et seq., particularly under 15 U.S.C. 1125(a) and alleges the use in commerce of a false designation of origin and false or misleading description of fact and false or misleading representation of fact.

27. By reason of the marketing, celebrity status and unsolicited press coverage generated for Chrome Hearts' products at the trade and consumer levels, and the unique quality of the products comprising the entire line of plaintiff's, these products are recognized by the trade and consumers as being products designed and hand crafted by plaintiff Chrome Hearts.

28. Chrome Hearts' products have become widely known among purchasers as articles that are designed and manufactured by plaintiff. These products are known to be quality items, with unique designs, made with the highest quality materials, and embodying expert craftsmanship.

29. The goodwill of the plaintiff Chrome Hearts and the favorable reputation residing in Chrome Hearts' products is a valuable asset belonging to plaintiff.

30. Defendant, with knowledge of the widespread recognition of Chrome Hearts'

35. Defendant's manufacturing, distribution and sale of their infringing products incorporating the distinctive designs of plaintiff Chrome Hearts' products is likely to cause confusion between such products and the goods sold by plaintiff Chrome Hearts, thus constituting an infringement of plaintiff's valuable common law rights.

36. Upon information and belief, Defendant is "palming off" their infringing products as the high quality merchandise of plaintiff Chrome Hearts, and is knowingly enabling others to do the same and is thus deliberately and knowingly misappropriating and diverting plaintiff's valuable proprietary rights and goodwill, and the reputation symbolized thereby, thereby unfairly competing with plaintiff.

37. Upon information and belief, Defendant's unfair competition has caused and, if allowed to continue, will continue to cause sales of plaintiff's products to be lost and/or diverted to Defendant. Further, Defendant's unfair competition has caused substantial and irreparable damage and injury to plaintiff and in particular to its valuable goodwill and reputation, and unless enjoined by this Court, will continue to cause substantial and irreparable damage and injury to plaintiff.

38. Plaintiff has no adequate remedy at law and has suffered irreparable damage as a result of Defendant's acts as aforesaid in an amount thus far not determined, but believed to be in excess of Seven Hundred Thousand Dollars (\$700,000).

WHEREFORE, plaintiff demands:

A. that Defendant, its officers, agents, employees, attorneys and all persons acting in concert, participation or combination with Defendant, be preliminarily and permanently enjoined from infringing upon plaintiff's Copyrighted Work or any copyrighted design owned by plaintiff and from manufacturing, promoting, advertising and selling any product substantially similar to the copyrighted work of plaintiff, or any work substantially similar to the proprietary

designs of plaintiff;

B. that Defendant, its officers, agents, employees, attorneys and all persons acting in concert, participation or combination with Defendant, be preliminary and permanently enjoined from competing unfairly with plaintiff, from falsely representing and falsely designating the origin of Defendant's goods, from diluting the distinctive quality of plaintiff's trademark and from engaging in false advertising;

C. that Defendant be required to pay to plaintiff Chrome Hearts damages in a sum to be determined at trial and to account for all gains, profits and advantages derived by Defendant by the sale or advertisement of the Copyrighted Work or any work confusingly similar thereto; represented or advertised by Defendant to be a genuine Chrome Hearts product or its equivalent;

D. that the piratical copies of Plaintiff's belt buckle be recalled from all of Defendant's stores and surrendered to Plaintiff for destruction;

E. that plaintiff be awarded statutory damages by reason of the infringement of plaintiff's Copyrighted Work;

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F. that plaintiff be awarded treble damages, punitive damages, reasonable attorneys fees and the costs and disbursements of this action;

G. that plaintiff be granted an award of punitive damages in view of the willful and malicious nature of Defendant's tortious acts; and,

H. that plaintiff have such other and further relief as the Court deems just and equitable.

Dated: New York, New York  
June 23, 2007

Respectfully submitted,

TUCKER & LATIFI, LLP  
*Attorneys for Plaintiff*  
160 East 84<sup>th</sup> Street  
New York, NY 10028  
(212) 472-6262

A handwritten signature in black ink, appearing to read "R.L. Tucker", written over a horizontal line.

Robert L. Tucker (RLT 1027)



This Certificate issued under the seal of the Copyright Office in accordance with title 17, United States Code, attests that registration has been made for the work identified below. The information on this certificate has been made a part of the Copyright Office records.

*Marybeth Peters*

REGISTER OF COPYRIGHTS  
United States of America

**FORM VA**  
For a Work of the Visual Arts  
UNITED STATES COPYRIGHT OFFICE

RE

VA 705-234



EF: DATE OF REGISTRATION

*MAR 28 1995*  
Month Day Year

DO NOT WRITE ABOVE THIS LINE. IF YOU NEED MORE SPACE, USE A SEPARATE CONTINUATION SHEET.

TITLE OF THIS WORK ▼

Classic Oval

NATURE OF THIS WORK ▼ See instructions

JEWELRY DESIGN

PREVIOUS OR ALTERNATIVE TITLES ▼

PUBLICATION AS A CONTRIBUTION If this work was published as a contribution to a periodical, serial, or collection, give information about the collective work in which the contribution appeared. Title of Collective Work ▼

If published in a periodical or serial give: Volume ▼

Number ▼

Issue Date ▼

On Pages ▼

NAME OF AUTHOR ▼

*a* CHROME HEARTS, INC.

DATES OF BIRTH AND DEATH

Year Born ▼ Year Died ▼

Was this contribution to the work a "work made for hire"?

☒ Yes

☐ No

AUTHOR'S NATIONALITY OR DOMICILE

Name of Country

OR Citizen of ► U.S.A.

Domiciled in ►

WAS THIS AUTHOR'S CONTRIBUTION TO THE WORK

Anonymous? ☐ Yes ☐ No

Pseudonymous? ☐ Yes ☐ No

If the answer to either of these questions is "Yes," see detailed instructions

NATURE OF AUTHORSHIP Check appropriate box(es). See instructions

☐ 3-Dimensional sculpture

☐ Map

☐ Technical drawing

☐ 2-Dimensional artwork

☐ Photograph

☐ Text

☐ Reproduction of work of art

☒ Jewelry design

☐ Architectural work

☐ Design on sheetlike material

NAME OF AUTHOR ▼

DATES OF BIRTH AND DEATH

Year Born ▼ Year Died ▼

Was this contribution to the work a "work made for hire"?

☐ Yes

☐ No

AUTHOR'S NATIONALITY OR DOMICILE

Name of Country

OR Citizen of ►

Domiciled in ►

WAS THIS AUTHOR'S CONTRIBUTION TO THE WORK

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☐ Map

☐ Technical drawing

☐ 2-Dimensional artwork

☐ Photograph

☐ Text

☐ Reproduction of work of art

☐ Jewelry design

☐ Architectural work

☐ Design on sheetlike material

YEAR IN WHICH CREATION OF THIS

WORK WAS COMPLETED

*a* 1990

This information must be given in all cases.

DATE AND NATION OF FIRST PUBLICATION OF THIS PARTICULAR WORK

Complete this information ONLY if this work has been published. Month ► November Day ► 7 Year ► 1990

U.S.A.

COPYRIGHT CLAIMANT(S) Name and address must be given even if the claimant is the same as the author given in space 2. ▼

CHROME HEARTS, INC.

937 North Citrus Avenue

Hollywood, California 90038

TRANSFER If the claimant(s) named here in space 4 is (are) different from the author(s) named in space 2, give a brief statement of how the claimant(s) obtained ownership of the copyright. ▼

APPLICATION RECEIVED

MAR 28 1995

ONE DEPOSIT RECEIVED

MAR 28 1995

TWO DEPOSITS RECEIVED

REMITTANCE NUMBER AND DATE

MORE ON BACK ►

- Complete all applicable spaces (numbers 5-9) on the reverse side of the
- See detailed instructions.
- Sign the form at line 8.

**Exhibit 1**



EXAMINED BY

FORM VA

CHECKED BY

☐ CORRESPONDENCE

Yes

FOR  
COPYRIGHT  
OFFICE  
USE  
ONLY

DO NOT WRITE ABOVE THIS LINE. IF YOU NEED MORE SPACE, USE A SEPARATE CONTINUATION SHEET.

PREVIOUS REGISTRATION Has registration for this work, or for an earlier version of this work, already been made in the Copyright Office?

☐ Yes ☒ No If your answer is "Yes," why is another registration being sought? (Check appropriate box) ▼a. ☐ This is the first published edition of a work previously registered in unpublished form.b. ☐ This is the first application submitted by this author as copyright claimant.c. ☐ This is a changed version of the work, as shown by space 6 on this application.

If your answer is "Yes," give: Previous Registration Number ▼

Year of Registration ▼

DERIVATIVE WORK OR COMPILATION Complete both space 6a and 6b for a derivative work; complete only 6b for a compilation.

a. Preexisting Material Identify any preexisting work or works that this work is based on or incorporates. ▼

b. Material Added to This Work Give a brief, general statement of the material that has been added to this work and in which copyright is claimed. ▼

DEPOSIT ACCOUNT If the registration fee is to be charged to a Deposit Account established in the Copyright Office, give name and number of Account.

Name ▼ ROBBINS, BERLINER &amp; CARSON

Account Number ▼

DA 026964

CORRESPONDENCE Give name and address to which correspondence about this application should be sent. Name/Address/Apt./City/State/ZIP ▼

John P. Spitals

c/o ROBBINS, BERLINER &amp; CARSON

201 N. Figueroa Street, 5th Floor

Los Angeles, California 90012-2628

Area Code and Telephone Number ▶ (213) 977-1001

Be sure to  
give your  
daytime phone  
number

CERTIFICATION\* I, the undersigned, hereby certify that I am the

Check only one ▼

☐ author☐ other copyright claimant☐ owner of exclusive right(s)☒ authorized agent of CHROME HEARTS, INC.

Name of author or other copyright claimant, or owner of exclusive right(s) ▲

of the work identified in this application and that the statements made  
by me in this application are correct to the best of my knowledge.

Typed or printed name and date ▼ If this application gives a date of publication in space 3, do not sign and submit it before that date.

John P. Spitals

date ▶ March 24, 1995

Handwritten signature (X) ▼

MAIL  
CERTIFI-  
CATE TOCertificate  
will be  
mailed in  
window  
envelope

Name ▼

ROBBINS, BERLINER &  
John P. Spitals, c/o CARSON

Number/Street/Apartment Number ▼

201 N. Figueroa Street, 5th Floor

City/State/ZIP ▼

Los Angeles, California 90012-2628

## YOU MUST:

- Complete all necessary spaces
- Sign your application in space 8

SEND ALL ELEMENTS  
IN THE SAME PACKAGE

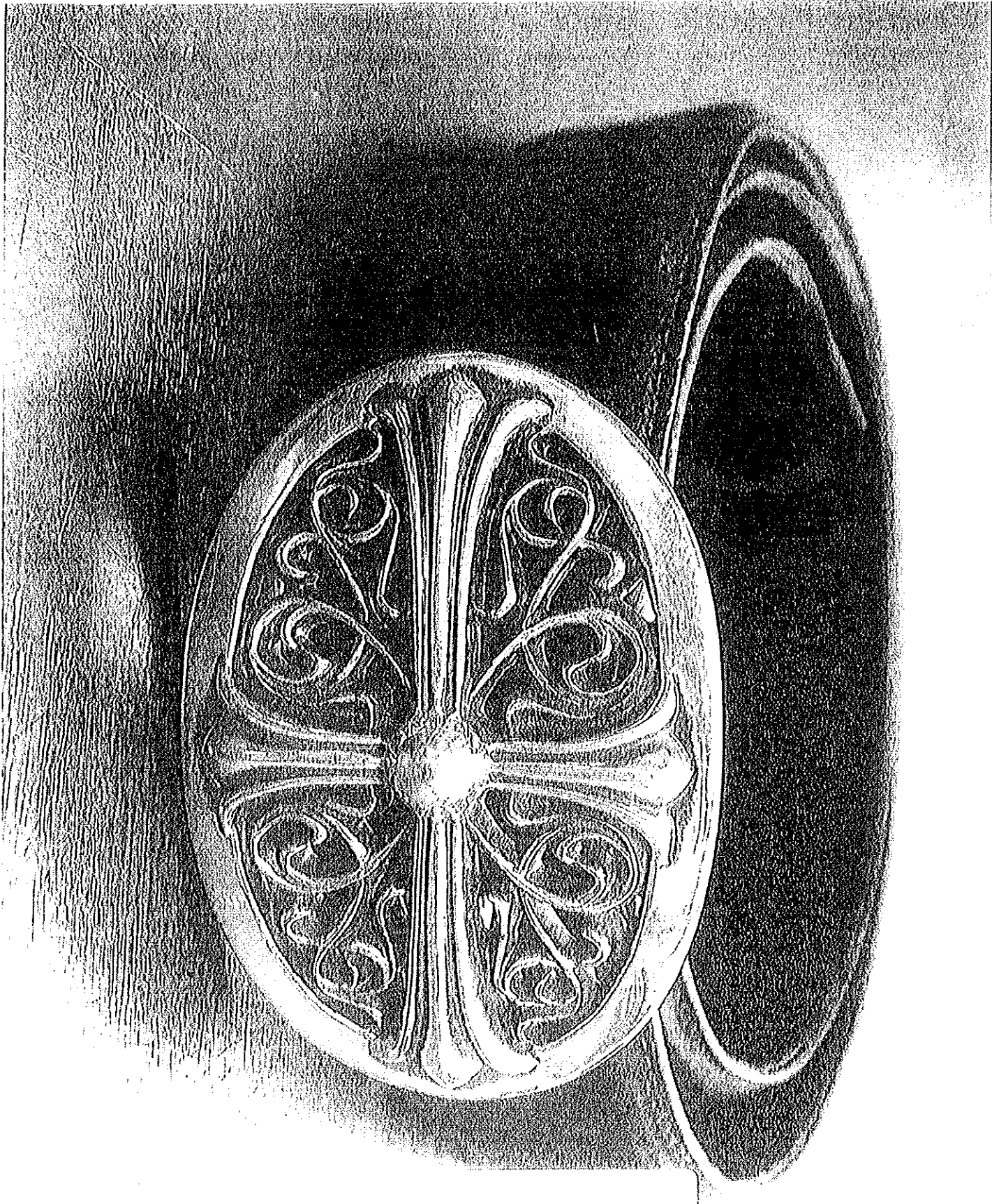
1. Application form
2. Nonrefundable \$20 filing fee  
in check or money order  
payable to Register of Copyrights
3. Deposit material

MAIL TO:  
Register of Copyrights  
Library of Congress  
Washington, D.C. 20559The Copyright Office  
has the authority to ad-  
just fees at 5-year inter-  
vals, based on changes  
in the Consumer Price  
Index. The next adjust-  
ment is due in 1996.  
Please contact the  
Copyright Office after  
July 1995 to determine  
the actual fee schedule.

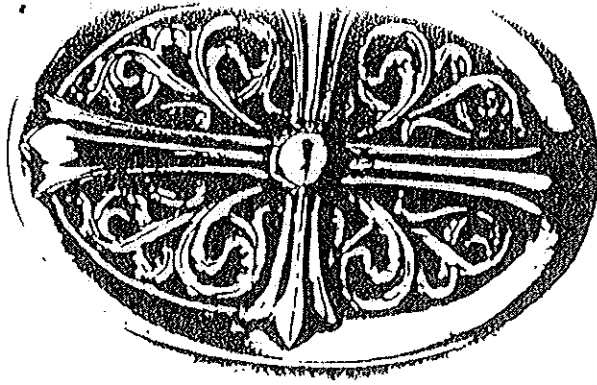
\*17 U.S.C. § 506(e). Any person who knowingly makes a false representation of a material fact in the application for copyright registration provided for by section 409, or in any written statement filed in connection with the application, shall be fined not more than \$2,500.

February 1993—100 900

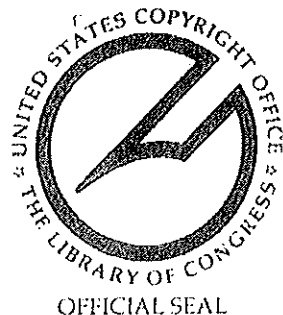
U.S. GOVERNMENT PRINTING OFFICE: 1993-342-581-60-501



Chrome Hearts  
Genuine Classic Oval Buckle







This Certificate issued under the seal of the Copyright Office in accordance with title 17, United States Code, attests that registration has been made for the work identified below. The information on this certificate has been made a part of the Copyright Office records.

*Marybeth Peters*  
REGISTER OF COPYRIGHTS  
United States of America

**FORM VA**  
For a Work of the Visual Arts  
(UNITED STATES COPYRIGHT OFFICE)

VA 705-197



EFFECTIVE DATE OF REGISTRATION

*MAR 28 1995*  
Month Day Year

DO NOT WRITE ABOVE THIS LINE. IF YOU NEED MORE SPACE, USE A SEPARATE CONTINUATION SHEET.

TITLE OF THIS WORK ▼

Dagger

NATURE OF THIS WORK ▼ See instructions

JEWELRY DESIGN

PREVIOUS OR ALTERNATIVE TITLES ▼

PUBLICATION AS A CONTRIBUTION If this work was published as a contribution to a periodical, serial, or collection, give information about the collective work in which the contribution appeared. Title of Collective Work ▼

If published in a periodical or serial give: Volume ▼

Number ▼

Issue Date ▼

On Pages ▼

NAME OF AUTHOR ▼

**a** CHROME HEARTS, INC.

DATES OF BIRTH AND DEATH

Year Born ▼

Year Died ▼

Was this contribution to the work a "work made for hire"?

☒ Yes  
☐ No

AUTHOR'S NATIONALITY OR DOMICILE

Name of Country

OR { Citizen of U.S.A.  
Domiciled in \_\_\_\_\_

WAS THIS AUTHOR'S CONTRIBUTION TO THE WORK

Anonymous? ☐ Yes ☐ No

Pseudonymous? ☐ Yes ☐ No

If the answer to either of these questions is "Yes," see detailed instructions

**NOTE**

Under the law, the "author" of

NATURE OF AUTHORSHIP Check appropriate box(es). See instructions

- |   |  |   |
|---|--|---|
| <input type="checkbox"/> 3-Dimensional sculpture      | <input type="checkbox"/> Map                       | <input type="checkbox"/> Technical drawing  |
| <input type="checkbox"/> 2-Dimensional artwork        | <input type="checkbox"/> Photograph                | <input type="checkbox"/> Text               |
| <input type="checkbox"/> Reproduction of work of art  | <input checked="" type="checkbox"/> Jewelry design | <input type="checkbox"/> Architectural work |
| <input type="checkbox"/> Design on sheetlike material |  |   |

NAME OF AUTHOR ▼

DATES OF BIRTH AND DEATH

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Year Died ▼

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☐ No

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YEAR IN WHICH CREATION OF THIS WORK WAS COMPLETED

**a** 1990

This information must be given in all cases.

DATE AND NATION OF FIRST PUBLICATION OF THIS PARTICULAR WORK

Complete this information ONLY if this work has been published.

Month November Day 7 Year 1990

U.S.A.

Nation

COPYRIGHT CLAIMANT(S) Name and address must be given even if the claimant is the same as the author given in space 2. ▼

CHROME HEARTS, INC.  
937 North Citrus Avenue  
Hollywood, California 90038

TRANSFER If the claimant(s) named here in space 4 is (are) different from the author(s) named in space 2, give a brief statement of how the claimant(s) obtained ownership of the copyright. ▼

APPLICATION RECEIVED

*MAR 28 1995*

ONE DEPOSIT RECEIVED

*MAR 28 1995*

TWO DEPOSITS RECEIVED

REMITTANCE NUMBER AND DATE

MORE ON BACK ▶

- Complete all applicable spaces (numbers 5-9) on the reverse side of this page.
- See detailed instructions.
- Sign the form at line 8.

DO NOT WRITE HERE

Page 1 of 2 pages

EXAMINED BY *Jm*

FORM VA

CHECKED BY *mg*☐ CORRESPONDENCE

Yes

FOR  
COPYRIGHT  
OFFICE  
USE  
ONLY

DO NOT WRITE ABOVE THIS LINE. IF YOU NEED MORE SPACE, USE A SEPARATE CONTINUATION SHEET.

PREVIOUS REGISTRATION Has registration for this work, or for an earlier version of this work, already been made in the Copyright Office?

☐ Yes ☒ No If your answer is "Yes," why is another registration being sought? (Check appropriate box) ▼a. ☐ This is the first published edition of a work previously registered in unpublished form.b. ☐ This is the first application submitted by this author as copyright claimant.c. ☐ This is a changed version of the work, as shown by space 6 on this application.

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Year of Registration ▼

5

DERIVATIVE WORK OR COMPILATION Complete both space 6a and 6b for a derivative work; complete only 6b for a compilation.

a. Preexisting Material Identify any preexisting work or works that this work is based on or incorporates. ▼

6

See instructions  
before completing  
this space.

b. Material Added to This Work Give a brief, general statement of the material that has been added to this work and in which copyright is claimed. ▼

DEPOSIT ACCOUNT If the registration fee is to be charged to a Deposit Account established in the Copyright Office, give name and number of Account.

Name ▼ ROBBINS, BERLINER &amp; CARSON

Account Number ▼ DA 026964

7

CORRESPONDENCE Give name and address to which correspondence about this application should be sent. Name/Address/Apt./City/State/ZIP ▼

John P. Spitals

c/o ROBBINS, BERLINER &amp; CARSON

201 N. Figueroa Street, 5th Floor

Los Angeles, California 90012-2628

Area Code and Telephone Number ▶ (213) 977-1001

Be sure to  
give your  
daytime phone  
number

CERTIFICATION\* I, the undersigned, hereby certify that I am the

Check only one ▼

☐ author☐ other copyright claimant☐ owner of exclusive right(s)☒ authorized agent of CHROME HEARTS, INC.

Name of author or other copyright claimant, or owner of exclusive right(s) ▲

8

of the work identified in this application and that the statements made  
by me in this application are correct to the best of my knowledge.

Typed or printed name and date ▼ If this application gives a date of publication in space 3, do not sign and submit it before that date.

John P. Spitals

date ▶ March 24, 1995

Handwritten Signature (X) ▼

MAIL  
CERTIFI-  
CATE TO

Name ▼

ROBBINS, BERLINER &  
John P. Spitals, c/o CARSON

Number/Street/Apartment Number ▼

201 N. Figueroa Street, 5th Floor

City/State/ZIP ▼

Los Angeles, California 90012-2628

Certificate  
will be  
mailed in  
window  
envelope

YOU MUST:

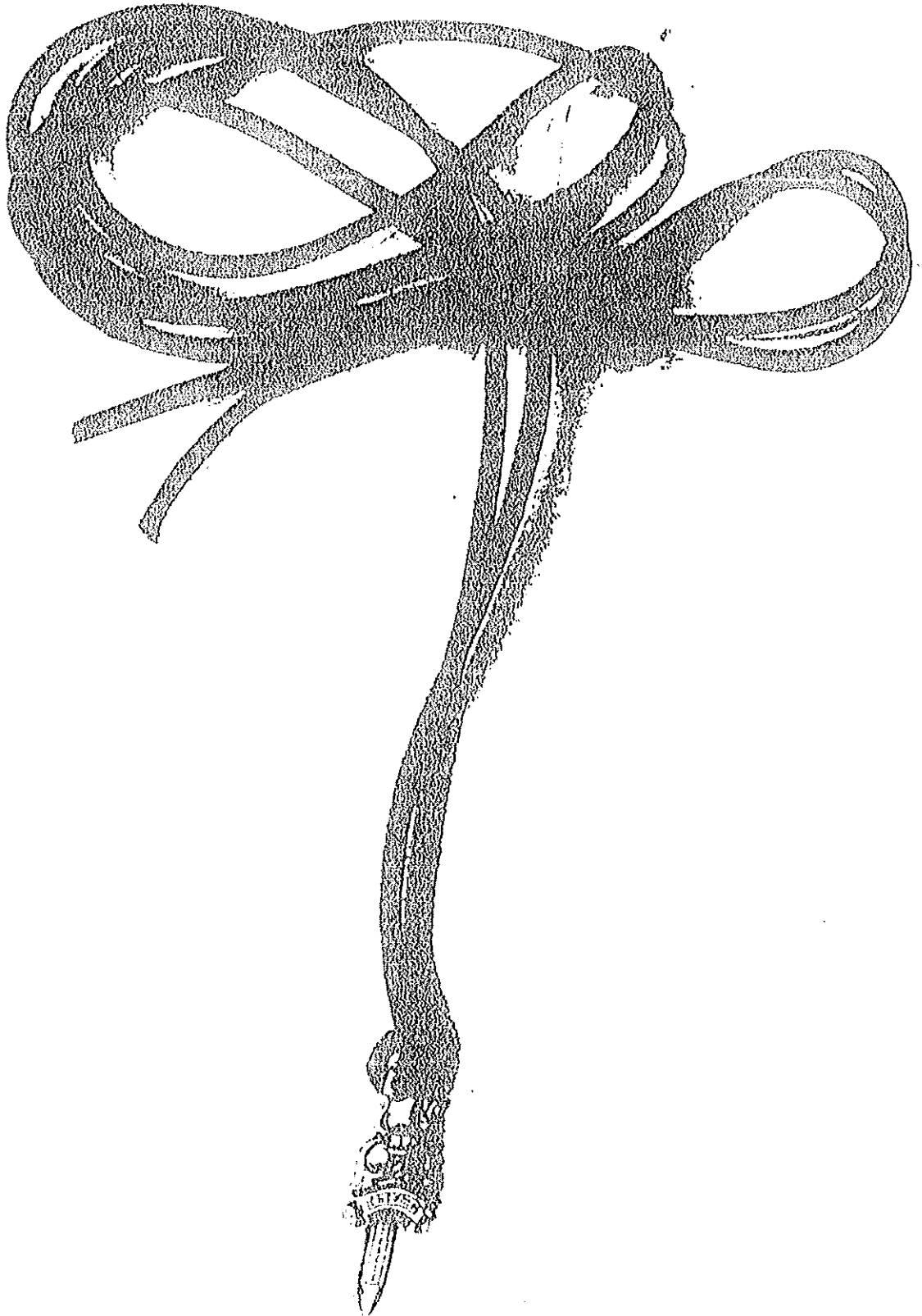
- Complete all necessary spaces
- Sign your application in space 8

SEND ALL 3 ELEMENTS  
IN THE SAME PACKAGE:

1. Application form
2. Nonrefundable \$20 filing fee  
in check or money order  
payable to Register of Copyrights
3. Deposit material

MAIL TO:  
Register of Copyrights  
Library of Congress  
Washington, D.C. 20559The Copyright Office  
has the authority to ad-  
just fees at 5-year inter-  
vals, based on changes  
in the Consumer Price  
Index. The next adjust-  
ment is due in 1995.  
Please contact the  
Copyright Office after  
July 1995 to determine  
the actual fee schedule.

9



Int. Cls.: 14, 18, 25 and 26

Prior U.S. Cls.: 3, 28, 39 and 40

**United States Patent and Trademark Office** Reg. No. 1,665,791  
Registered Nov. 26, 1991

**TRADEMARK  
PRINCIPAL REGISTER**

**CHROME HEARTS**

CHROME HEARTS, INC. (CALIFORNIA CORPORATION)  
303 EAST FOURTH STREET  
LOS ANGELES, CA 90013

FOR: JEWELRY, BELT BUCKLES MADE OF PRECIOUS METAL, KEY RINGS MADE OF PRECIOUS METAL, CUFFLINKS, TIE FASTENERS MADE OF PRECIOUS METAL, BROOCHES, NECKLACES AND EARRINGS, IN CLASS 14 (U.S. CL. 28).

FIRST USE 7-27-1989; IN COMMERCE 11-22-1989.

FOR: GARMENT BAGS FOR TRAVEL, TOTE BAGS, SHOULDER BAGS, PURSES AND LUGGAGE, IN CLASS 18 (U.S. CL. 3).

FIRST USE 11-9-1989; IN COMMERCE 11-16-1989.

FOR: CLOTHING; NAMELY, SHIRTS, TROUSERS, JACKETS, VESTS, CHAPS, MEN'S AND WOMEN'S UNDERWEAR, COATS, CLOTHING BELTS, GLOVES AND BOOTS, IN CLASS 25 (U.S. CL. 39).

FIRST USE 4-19-1989; IN COMMERCE 11-9-1989.

FOR: BELT BUCKLES NOT OF PRECIOUS METAL AND TIE FASTENERS NOT OF PRECIOUS METAL, IN CLASS 26 (U.S. CL. 40).

FIRST USE 7-27-1989; IN COMMERCE 11-22-1989.

SER. NO. 74-106,186, FILED 10-15-1990.

CHRISIE BRIGHTMIRE, EXAMINING ATTORNEY

**Exhibit 2**

Int. Cl.: 14

Prior U.S. Cls.: 2, 27, 28 and 50

Reg. No. 2,307,126

**United States Patent and Trademark Office**

Registered Jan. 11, 2000

**TRADEMARK  
PRINCIPAL REGISTER**



CHROME HEARTS, INC. (CALIFORNIA CORPORATION)  
937 N. CITRUS AVENUE  
HOLLYWOOD, CA 90038

FOR: JEWELRY MADE WHOLLY OR IN PART OF PRECIOUS METAL, NAMELY, RINGS, EARRINGS, NECKLACES, BRACELETS, CUFF LINKS, KEY RINGS, BELT BUCK-

LES, WATCHES AND TIE FASTENERS, IN CLASS 14 (U.S. CLS. 2, 27, 28 AND 50).

FIRST USE 4-0-1989; IN COMMERCE 4-0-1989.

OWNER OF U.S. REG. NO. 1,665,791.

SER. NO. 75-490,650, FILED 5-26-1998.

JASON TURNER, EXAMINING ATTORNEY



Int. Cl.: 14

Prior U.S. Cls.: 2, 27, 28 and 50

Reg. No. 2,284,625

**United States Patent and Trademark Office**

Registered Oct. 12, 1999

**TRADEMARK  
PRINCIPAL REGISTER**



CHROME HEARTS, INC. (CALIFORNIA CORPORATION)  
937 N. CITRUS AVENUE  
HOLLYWOOD, CA 90038

FOR: JEWELRY MADE WHOLLY OR IN PART OF PRECIOUS METALS; NAMELY, BRACELETS, NECKLACES, RINGS, PENDANTS, EARRINGS, KEY RINGS, BROOCHES, LAPEL PINS, CUFF LINKS, WATCHES AND BELT BUCKLES MADE WHOLLY OR IN PART

OF PRECIOUS METALS, IN CLASS 14 (U.S. CLS. 2, 27, 28 AND 50).

FIRST USE 7-27-1989; IN COMMERCE 11-22-1989.

OWNER OF U.S. REG. NOS. 1,665,791, 2,214,642 AND OTHERS.

SER. NO. 75-399,215, FILED 12-3-1997.

AMOS T. MATTHEWS, JR., EXAMINING ATTORNEY

**Int. Cl.: 14**

**Prior U.S. Cls.: 2, 27, 28 and 50**

**Reg. No. 2,216,570**

**United States Patent and Trademark Office**

**Registered Jan. 5, 1999**

**TRADEMARK  
PRINCIPAL REGISTER**



**CHROME HEARTS, INC. (CALIFORNIA CORPORATION)  
937 N. CITRUS AVENUE  
HOLLYWOOD, CA 90038**

**FOR: JEWELRY MADE WHOLLY OR IN PART OF PRECIOUS METAL; NAMELY, RINGS, EARRINGS, NECKLACES, BRACELETS, CUFF LINKS, KEY RINGS, BELT BUCK-**

**LES, WATCHES AND TIE FASTENERS, IN CLASS 14 (U.S. CLS. 2, 27, 28 AND 50).**

**FIRST USE 4-0-1989; IN COMMERCE 4-0-1989.**

**OWNER OF U.S. REG. NOS. 1,665,791 AND 2,118,026.**

**SER. NO. 75-476,249, FILED 4-29-1998.**

**CARYN HINES, EXAMINING ATTORNEY**

**Int. Cl.: 14**

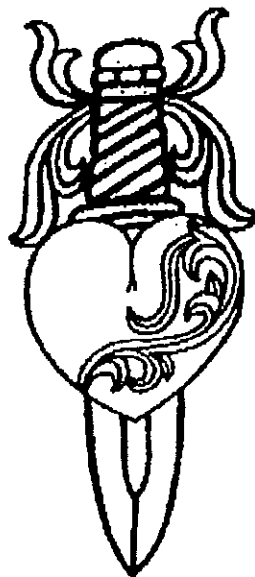
**Prior U.S. Cls.: 2, 27, 28 and 50**

**Reg. No. 2,407,915**

**United States Patent and Trademark Office**

**Registered Nov. 28, 2000**

**TRADEMARK  
PRINCIPAL REGISTER**



CHROME HEARTS, INC. (CALIFORNIA CORPORATION)  
937 N. CITRUS AVENUE  
HOLLYWOOD, CA 90038

FOR: JEWELRY MADE WHOLLY OR IN PART  
OF PRECIOUS METALS; NAMELY, BRACELETS,  
NECKLACES, PENDANTS, KEY RINGS, CUFF  
LINKS, WATCHES AND BELT BUCKLES MADE

WHOLLY OR IN PART OF PRECIOUS METALS, IN  
CLASS 14 (U.S. CLS. 2, 27, 28 AND 50).

FIRST USE 5-1-1996; IN COMMERCE 5-1-1996.  
OWNER OF U.S. REG. NOS. 1,665,791, 2,216,570  
AND OTHERS.

SER. NO. 75-671,093, FILED 3-29-1999.

ANGELA M. MICHELI, EXAMINING ATTORNEY

**Int. Cl.: 14**

**Prior U.S. Cls.: 2, 27, 28 and 50**

**Reg. No. 2,954,539**

**United States Patent and Trademark Office**

**Registered May 24, 2005**

**TRADEMARK  
PRINCIPAL REGISTER**



CHROME HEARTS, INC. (CALIFORNIA CORPORATION)  
915 N. MANSFIELD  
HOLLYWOOD, CA 90038

FIRST USE 1-0-1992; IN COMMERCE 1-0-1992.

SER. NO. 76-590,713, FILED 5-6-2004.

FOR: JEWELRY, NAMELY, BRACELETS, NECKLACES, RINGS, EARRINGS, PENDANTS, CUFF LINKS AND WATCH BRACELETS, IN CLASS 14 (U.S. CLS. 2, 27, 28 AND 50).

TANYA AMOS, EXAMINING ATTORNEY

Int. Cl.: 14

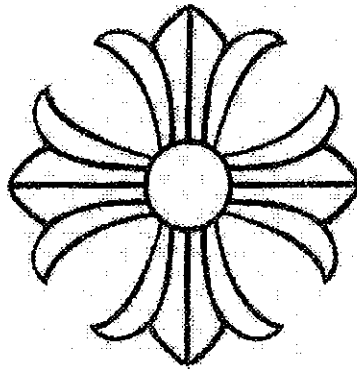
Prior U.S. Cls.: 2, 27, 28 and 50

Reg. No. 3,385,449

**United States Patent and Trademark Office**

Registered Feb. 19, 2008

**TRADEMARK  
PRINCIPAL REGISTER**



CHROME HEARTS LLC (DELAWARE LTD LIAB  
CO)  
915 N. MANSFIELD  
HOLLYWOOD, CA 90038

FIRST USE 1-3-1988; IN COMMERCE 1-3-1988.

SER. NO. 78-833,228, FILED 3-9-2006.

FOR: JEWELRY, NAMELY, BRACELETS, RINGS,  
WATCH BANDS, NECKLACES AND LIGHTERS  
MADE OF PRECIOUS METALS, IN CLASS 14 (U.S.  
CLS. 2, 27, 28 AND 50).

KELLY CHOE, EXAMINING ATTORNEY



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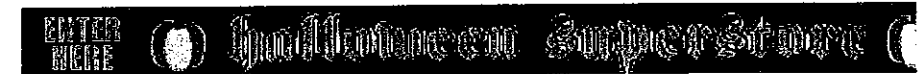
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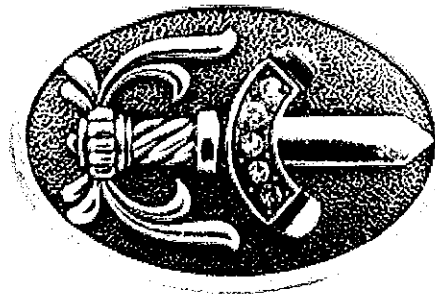
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Product

Exhibit 3

**Body Jewelry**

- Navel Jewelry
- Tongue Jewelry
- Fake Body Jewelry
- Hair Color, Hair Pins and Wigs
- Tattoos, Tattoos Clothing

**Skateboards**

- Complete Pro Skateboards
- Pro Skateboard Decks
- Skateboard Trucks and Wheels
- Skateboard Bearings, Hardware & Tools

**Gift Shop**

- Diversion Can Safes
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- Awareness Jewelry, Magnets & More

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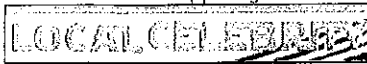
Fake Body Jewelry for Fake Piercings



Cigarette Cases Lighters and More



Torch and Zippo Lighters



Local Celebrity Clothing and T-shirts



This satin finished medieval sword buckle includes a multi-layered design for a cool 3d effect. brilliant c.z. stones this buckle is perfect for a guy or girl. Made of only the finest materials, the belt buckle will fit nearly any universal belt.

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Medieval Times Sword Buckle  
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Belts & Belt Buckles and Jean Chairs

**Next Item**

City C.Z. Gun Buckle  
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**Vera Pelle Vintage Leather Belt** This v leather belt can be used with any standar buckle including our personalized name b and Led d. buckles. If you have a belt buc need a belt to put it on, this genuine leathr vintage belt strap is perfect. Buckle not in Vera Pelle **\$14.99**

Size: Small 30-32 inch waist

Qty: 1



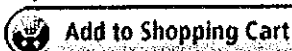
**Black Leather Belt w/out Buckle** This l leather belt can be used with any standar buckle including our personalized name b and Led buckles. If you have a belt buckle need a belt to put it on, this genuine leathr strap is perfect.

Buckle not included

belt no buckle Regular price: \$9.99 Sale price: \$6.99

Belt Size: Small 30-32 inch waist

Qty: 1





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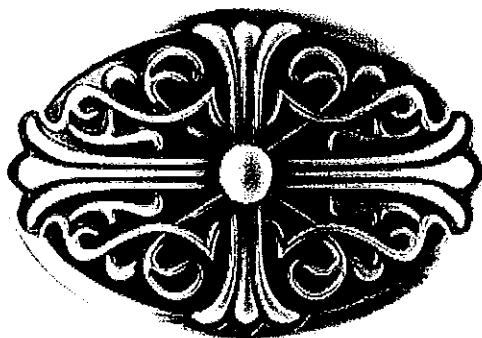
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Satin Tribal Cross Buckle



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Product Description



## Body Jewelry

- Navel Jewelry
- Tongue Jewelry
- Fake Body Jewelry
- Hair Color, Hair Dye and Wigs
- Various Tattoo Designs

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- Complete Pro Skateboards
- Pro Skateboard Decks
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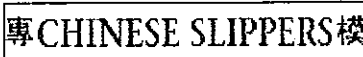
- Bewild's Clearance Shirts
- Clearance Gifts



Hair Dye Hair Color Gel Hair Temp. Spray



Club And Rave Gear And Clothing



Mesh and Cotton Chinese Slippers



Fake Body Jewelry for Fake Piercings



Cigarette Cases Lighters and More



Torch and Zippo Lighters



Local Celebrity Clothing and T-shirts



This belt buckle features both bold and subtle styling which make it perfect for a man or a woman. It has a patina wash that brings out all the detail and adds character. It's perfect for a variety of universal belts.

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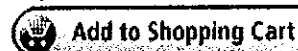
The Captain's Belt Cross Bone Buckle  
\$16.99

**Vera Pelle Vintage Leather Belt** This v belt can be used with any standard buckle personalized name buckles and L.e.d. bu have a belt buckle and need a belt to put genuine leather vintage belt strap is perfect included

Vera Pelle **\$14.99**

Size: Small 30-32 inch waist

Qty: 1



**Black Leather Belt w/out Buckle** This belt can be used with any standard buckle personalized name buckles and Led buckle a belt buckle and need a belt to put it on. leather belt strap is perfect.

Buckle not included

belt no buckle Regular price: \$9.99 Sale price: **\$6.99**

Belt Size: Small 30-32 inch waist

Qty: 1



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Defendants.

---

## **COMPLAINT**

**Tucker & Latifi, LLP**  
*Counsel for the Plaintiff*  
160 East 84<sup>th</sup> Street  
New York, NY 10028  
(212) 472-6262